THE ROLE OF ISLAMIC BANKING SERVICE QUALITY AND RELIGIOSITY PERCEPTION ON MUSLIM CUSTOMER LOYALTY USING MUSLIM CUSTOMER SATISFACTION AS MEDIATION VARIABLE

(Study on PT Bank Syariah Indonesia Tbk)

PERAN KUALITAS LAYANAN PERBANKAN ISLAM DAN PERSEPSI RELIGIUSITAS TERHADAP LOYALITAS PELANGGAN MUSLIM DENGAN KEPUASAN PELANGGAN MUSLIM SEBAGAI VARIABEL MEDIASI

(Studi di PT Bank Syariah Indonesia Tbk)

UNDERGRADUATE THESIS

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To the best of my knowledge, the following thesis, titled "THE ROLE OF ISLAMIC BANKING SERVICE QUALITY AND RELIGIOSITY PERCEPTION ON MUSLIM CUSTOMER LOYALTY USING MUSLIM CUSTOMER SATISFACTION AS MEDIATION VARIABLE", does not contain any work previously submitted for a bachelor's degree at university, and neither does it contain any works or thoughts written or published by anyone else, with the exception of those cited in the manuscript and listed in the bibliography. I agree to incur any necessary academic penalties if this article is later proven to include any infringements on intellectual property.

Yogyakarta, 18 October 2024

Farhan Syuvi Elfatan

DEDICATION

I always give thanks to Allah SWT who has to give His grace and guidance so that I can complete this undergraduate thesis. Even though there are some difficulties but I can get past them with good. I feel proud of myself because I was able to endure until this time and prove that I can deal with it. This undergraduate thesis is me present to:

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PREFACE

With all the praise and thanks to Allah SWT, has given love and mercy so that a thesis entitled "THE ROLE OF ISLAMIC BANKING SERVICE QUALITY AND RELIGIOSITY PERCEPTION ON MUSLIM CUSTOMER LOYALTY USING MUSLIM CUSTOMER SATISFACTION AS MEDIATION VARIABLE (Study on PT Bank Syariah Indonesia Tbk)" can finished well. The thesis is structured to fulfil one of the prerequisites for earning a bachelor's degree in the IUP of Management at Universitas Muhammadiyah Yogyakarta, Faculty of Economics and Business.

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